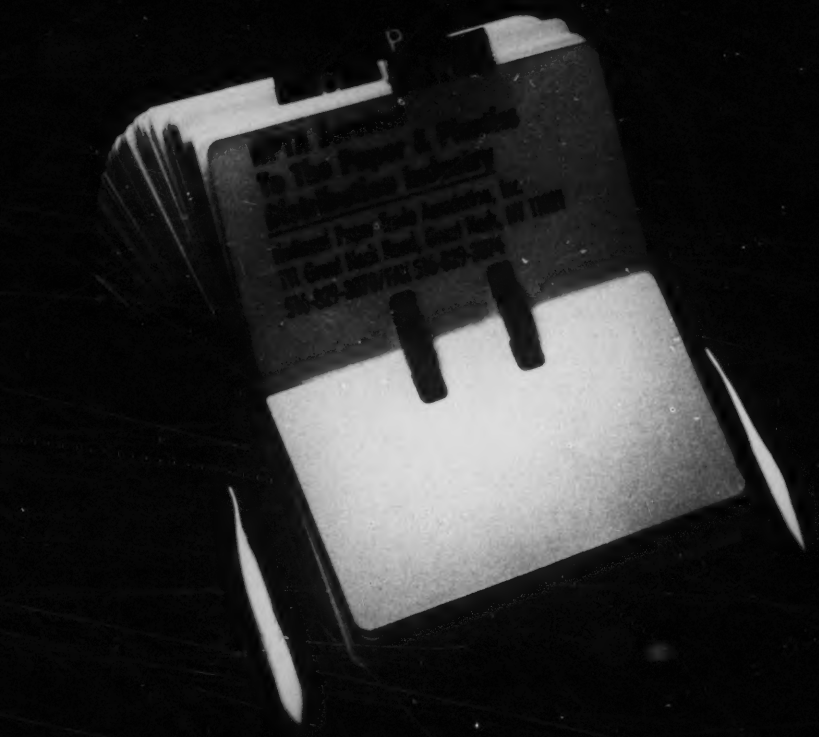
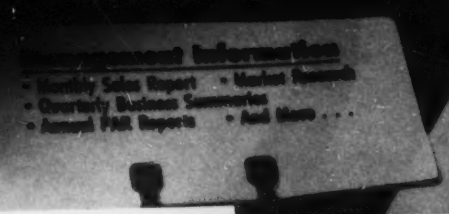
A8140-3
4/19/84

NPTA

The Industry's Partner





ED KIANKA
CIS DEPT. SRI
4520 E-W HIGHWAY
BETHESDA, MD 20814
T5004

MN

NPTA MANAGEMENT NEWS

VOL. XXX/NO. 4

Published by
National Paper Trade Association, inc.

Editor & Publisher
William H. Frohlich

Staff Writers
James S. Forberg
Ira B. Newman

Contributing Editors
John J. Buckley
George Cain
Bruce H. Linden

Editorial Assistants
Elizabeth Castaneda
Geraldine Hislop
F. Berneice Underwood

Production Manager
David G. Farber

Advertising Sales Manager
Frank Bradicich

Advertising Coordinator
Mary Jo Heidepriem

Art Director
Dagfinn Olsen

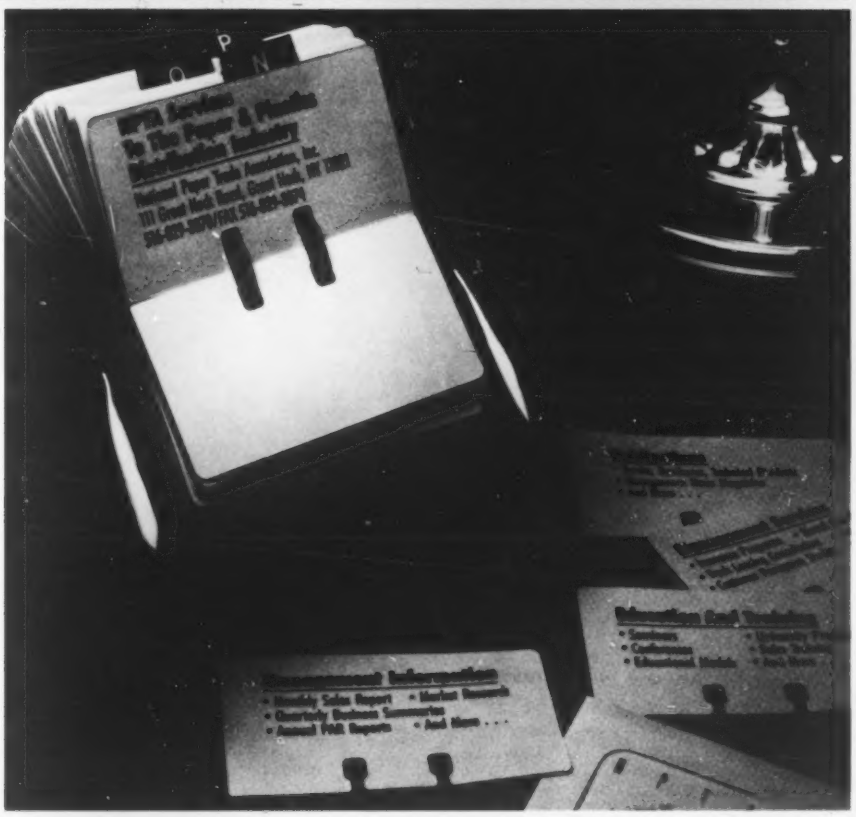
Executive Committee of the Board of Directors
Chairman of the Board
James B. Brame, Jr.
Vice Chairman
James J. Swearingen
Vice Chairman
Michael K. Olthoff
Treasurer
Jonathan O. Bloom
Past Chairman
Frederick J. Stabbert

Ex Officio
President
John J. Buckley
Counsel
Michael B. Weir

BPA Membership Applied for 8/88.

NPTA Management News (ISSN 0739-2214) is published monthly by the National Paper Trade Association, inc., at a subscription rate of $15 per year. Second-class postage PAID at Great Neck, NY, and additional mailing office. POSTMASTER: Send address changes to *NPTA Management News*, 111 Great Neck Road, Great Neck, NY 11021. 516-829-3070.
Statements of fact and opinion are the responsibility of the authors alone and do not imply approval on the part of NPTA or its member companies. Copyright 1988 by the National Paper Trade Association, inc. Articles may not be reprinted without the publisher's permission. Please address all inquiries to the Editor. Original manuscripts and letters are welcome.

CONTENTS



Discover the world of NPTA

FEATURES

19 **Innovation in Pressure-Sensitive Technology**
by Tom Reid
Technological innovations in the pressure-sensitive field have created new challenges for the converter. Find out how you can adapt to these changes.

29 **Mill Contributions to Merchant Profitability**
Apart from pricing, how does the mill affect the merchant's bottom line? The merchant's perspective, from Frederick J. Stabbert, NPTA past chairman and director, converting group for International Paper Corp.

SPECIAL SECTION: NPTA—Your Industry Partner
The definitive guide to NPTA! A complete information kit highlighting NPTA departments, programs and services, following page 28. Learn the many ways your Association is serving *you*.

DEPARTMENTS

6 **Paper Clips**
8 **Industry Watch**
14 **Heartbeat**
16 **Management Information**
22 **Convention '89**
23 **The Sales Professional**
32 **Dimensions in Training**

Cover photo: Richard Chesnut

panies. There are hundreds of converters who purchase adhesive-coated pressure-sensitive tape stock for further processing, repackaging and distribution. These companies provide many custom services to end-users and are, for the most part, small and privately-held.

For more information about the report, contact The Freedonia Group, Inc., 20600 Chagrin Blvd., Cleveland, OH 44122 or call Jessie R. Hull at 216-921-6800.

Entries Requested for API Award Competition

Since 1969, The American Paper Institute (API) has awarded the George Olmstead Award for original and outstanding paper industry-related research by young scientists and engineers in industry and the academic community.

For the 1989 competition, entries will be accepted until July 15, 1989 and must be based on research completed in the United States since January 1, 1987. Applicants must be under 36 years of age as of December 31, 1989 and citizens or permanent residents of the United States. The winner receives $5,000 and a formal certificate which will be presented at API's annual Presidents' Forum on November 3.

Polystyrene Food Containers: New Raw Material

Mobil Chemical Company and Genpak Corporation are building the first plant to recycle used plastic food packages. The two companies expect to spend $2 million to $4 million over the next three years on the plant in Leominster, MA. Specially designed equipment will wash and dry used foam cups, trays and containers, which will then be ground down and reformed into pellets that can be used to make a wide variety of polystyrene products. The only thing that is prohibited is using the recycled plastic for food packaging.

The initial source of the used plastic will be school cafeterias. Industrial food services, fast-food restaurants and community recycling programs will also contribute to the program. The factory, which will get the used plastic free in exchange for helping the sources reduce their disposal costs, is expected to handle three million pounds of used plastic a year.

PCA Acquires Dygert & Stone, Inc.

Paper Corporation of America (PCA), the largest distributor and converter of paper and related products in the United States, has announced that it has acquired Dygert & Stone (and its wholly-owned subsidiary, FCF Papers, Inc.) in Rochester, NY. The company will remain at its present locations under the direction of Robert S. Adams, president and Robert J. Klein, vice president/sales manager, and will operate in affiliation with Seneca Paper of Rochester.

PCA®

PCA is a subsidiary of Alco Standard Corporation, headquartered in Valley Forge, PA.

G-P to Build New Facility in California

Several sites in the San Joaquin Valley of Central California are under consideration for the location of a new Georgia-Pacific facility which will produce Coralure® corrugated containers and folding cartons. Construction on the 90,000 square foot plant is expected to begin before mid-1989.

Coralure containers, which are used to package agricultural and beverage products as well as consumer goods, are made with a special clay-coated paperboard outer ply. This permits G-P to preprint the surface before box assembly with full-color high resolution graphics.

Average Printer Order Backlog

(in working days)

Industry Group	1988 Jan 1	1988 April 1	1988 July 1	1988 Oct 1	1989 Jan 1	Record* High
All Groups	14.9	14.8	15.0	16.2	15.3	18.0
Sheetfed	13.6	13.1	12.5	13.9	13.8	17.3
Heatset Web	26.8	24.1	24.5	29.5	27.9	35.0
Nonheatset Web	14.5	15.0	16.4	17.5	13.9	22.8
Business Forms +	10.3	8.8	11.1	12.4	10.1	19.9

* Highest reported backlog 1980 through fourth quarter 1988

+ Data for companies that produce business forms as a secondary (not a primary) product

Source: National Association of Printers and Lithographers

Order Backlogs at Printshops Up for Fourth Straight Quarter

Business is still good on the customer side, reports the National Association of Printers and Lithographers. The average backlog for 1988 was 15.3 days--4/10 day above 1987 levels.

Heatset web backlogs increased during the third quarter of 1988 and grew even larger by year end. The average 1988 increase in order backlogs for heatset web printers was up 1.1 days.